CANADIAN MOVING PICTURE DIGEST

Vol. 19, No. 20 | TORONTO 2, CANADA | September 17th, 1927

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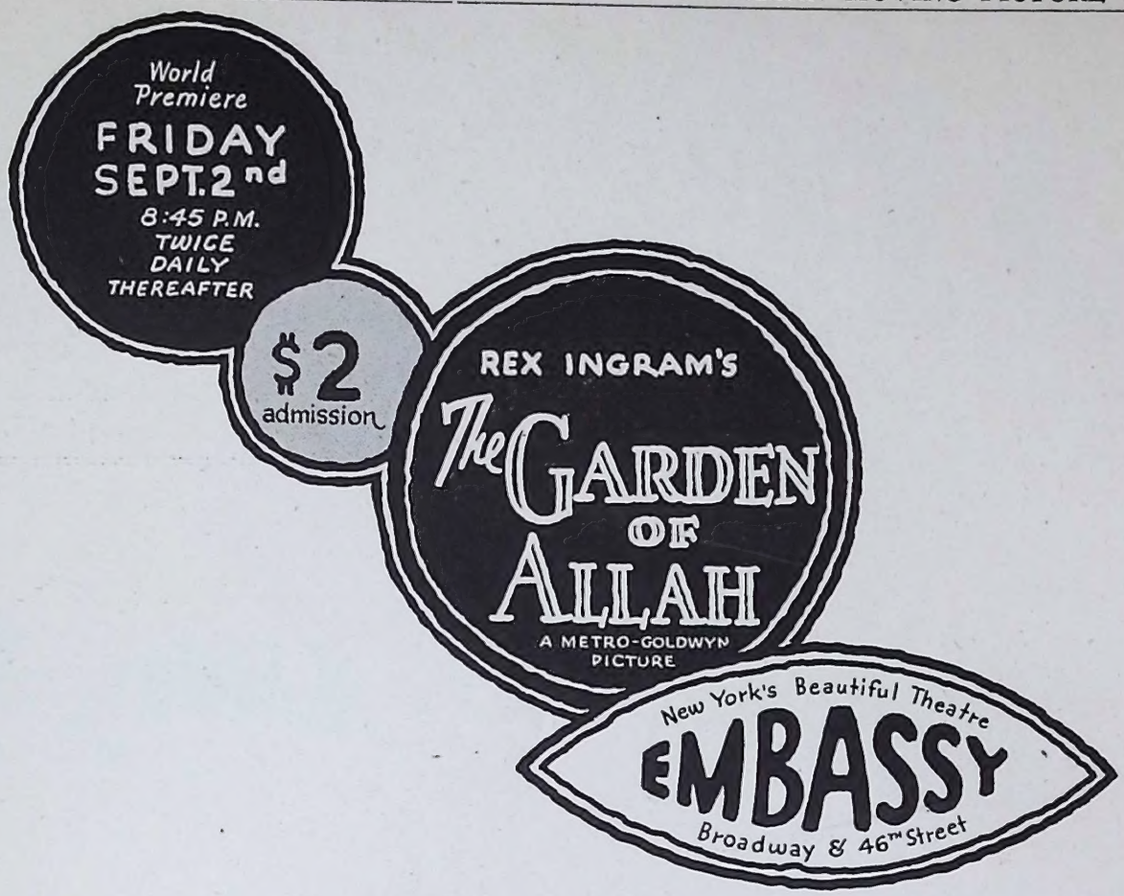

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METRO-GOLDWYN-MAYER

Canadian Moving Picture DIGEST

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Use Your Exhibitor

RAY LEWIS

A FEW YEARS AGO this Industry took a headlong plunge into the Seas of National Advertising.

The idea was to reach the public, create a demand for a Trademark, so that the Exhibitor would demand that Trademark; and indirectly create audiences for the Exhibitor. The last argument was the one handed to the Exhibitor.

To advertise in National periodicals was a very expensive undertaking; and by now the Industry should know, through the exhibitor's report, what the returns are from this investment.

The producing and distributing units should know how much of this expense was taken care of through sales, or whether it became an expense which was never absorbed; and added itself to the present necessity for economizing.

We argue that every Industry has its Trade papers through which sales are promoted, on the order of the Trade Paper promotion in our Industry.

You as distributors will argue that Trademarks are Nationally Advertised in addition to Trade Paper Advertising; and that manufacturers find it necessary to market their wares through the National Advertising mediums.

The Industry of Motion Pictures should by now have discovered that its public is not interested in buying a Trademark.

The Industry should realize that its Trademarks will not make money either for their owners, or for an Exhibitor, the money-making propensities lie in the drawing ability of individualities, and the quality of the vehicles in which these players appear.

If Colleen Moore became a Metro-Goldwyn-Mayer star; and Emil Jannings became a First National star, the public would not but casually, if at all, notice the change in the Trademark as long as the quality of production was maintained.

But in other manufactured products, for instance, Campbell's soups, with apologies to our Industry for this plebeian comparison, Kayser's silk stockings, the former Trademark stands for soups of a certain variety, which do not vary, in the latter stockings or gloves of a certain variety which are stationary.

In presenting Campbell's soup Trademark to the public in National Advertising, or Kayser's stockings, the writer of such advertising can submit a schedule of advertising copy to cover a year's contract, for the product does not vary; and the public influenced by such advertising can go to any shop, handling these advertised commodities and immediately make a purchase.

What happens in our Industry? Advertising copy must be prepared for some magazines months ahead. One issue prepared at a time, for who could line-up a year's advertising in our Industry with safety, or even foretell what thirty days might present?

Let us analyze the preparation for the one issue copy. Let us say, for example, that "Metropolis" is being advertised in a magazine which has a circulation in a town of one thousand, the particular population of this town twenty-five thousand. One twenty-fifth of the population subscribe or purchase this periodical. This is a very liberal proportion, you will admit.

It then follows that one thousand people in this town read of "Metropolis," advertised in the November issue of a periodical; and "Metropolis" is subsequently released in this town next March, or four months later. You will note that we have calculated that out of the thousand purchasers every one reads the "Metropolis" advertisement, which is not likely to happen. Will any distributor say that such advertising is valuable to the exhibitor in promoting business?

It has also happened that the advertised picture has been abandoned, or censored out of existence, or its title changed, what is the value of such advertising, under such circumstances, which are not infrequent?

I have been reading Carl Laemmle's articles in the Saturday Evening Post, such advertising is valuable, for it presents a sane, interesting outline of the Industry's activities; and if this Industry wishes to advertise through news stories, this sounds like profitable propaganda, and might take the place of the harmful publicity which this Industry is generally getting.

It occurs to me that in creating public interest in product the Industry's best medium is the Exhibitor.

Furnish the Exhibitor with ten thousand heralds, free, or at cost, and let the Exhibitor reach ten thousand people in a town of twenty-five thousand. Furnish the Exhibitor with attractive newspaper copy, pay for its insertion if necessary.

Furnish the Exhibitor with full advertising accessories, sell the Exhibitor your product through your Trade Papers, load up your salesmen, your exploitation men, with advertising ideas and material, to help the Exhibitor advertise your product, making money for you and himself; and you will find that such expenditure is infinitely less costly than National Advertising and the most profitable National Advertising which you can secure.

In other words *Use Your Exhibitor To Advertise Your Product.* His is the direct, immediate contact for immediate sales.

Ray Lewis

Ray Presents

G. A. ATKINSON, film critic of the Daily Express and Sunday Express of London, England, is considered the most widely read film critic in London.

IN commenting upon "Land of Hope and Glory," produced by Sam Smith, who brought "Zeebrugge" to Canada, and who is the London representative for Regal Films, Limited, of Canada, Mr. Atkinson commends "Land of Hope and Glory" very highly.

"Land of Hope and Glory"

"Land of Hope and Glory," now being completed by Harley Knoles, the Sheffield-born producer who recently left Hollywood for his native country's good, is the first genuine British film, in the full, Imperial sense of the word, ever made in this country.

We have many British films, but, with this exception, no films about Britain.

"Land of Hope," etc., is, in large part, the personal enterprise of S. W. Smith, a far-sighted Canadian film-impresario, who is certainly full of hope over Britain's film future, and in a fair way to collect some glory out of it.

A Fine Plot.

Mr. Smith had the excellent throught of inviting Valentine Williams, one of our most gifted literary plot-makers, to write a story about Empire that the Empire would want to see on the screen, and Mr. Williams has done his work extremely well.

The key characters in his story are a village blacksmith and his wife.

The blacksmith, mentally and physically, is a solid and sturdy craftsman of the old school.

They have seven sons, all six-footers, like the blacksmith himself.

Two are killed in the war and the general outlook is not too good for the five who survive it.

They hold a family conference, at which it is decided that three of the five shall go to the Dominions and carve out careers.

The blacksmith is not a wealthy man, but he has sufficient to give each son a bit of a start.

The fourth son refuses to be tied down to any particular Dominion. He takes his patrimony and goes where chance leads him.

Hub and Spokes.

The fifth son elects to remain at home, because Britain, as he says, is the hub of the Empire.

The spokes of the Imperial wheel are sound, but the hub is sounder still.

This introduces a ship's wheel, an old family relic, which is placed in a horizontal position with each of its spokes marked with the name of a Dominion or dependency.

The wheel is then spun round, and the sons who have elected to go abroad take their destination from the spoke which is opposite to them when the wheel stops.

The first goes to Canada, the second to Australia, and the third to South Africa.

The blacksmith makes but one stipulation. They must all five come home, no matter what their circumstances, to celebrate their mother's sixtieth birthday.

If it should happen that they have not sufficient money to do this, he undertakes to send the necessary amount.

Over the wheel, with hands clasped on their mother's, they swear to keep this promise.

A Real Mother.

This inspired idea is faithfully worked out in the film, which becomes a true epic of Empire, an Imperial anthology in pictorial form.

We visit each of the three great Dominions mentioned and follow the fortunes of all five sons, and the ingenious author has seen to it that the adventures of the rolling stone and his stay-at-home brother are not less romantic than those of the others.

It would be unfair to the production to say any more, but I must congratulate Mr. Knoles on his choice of Lyn Harding for the blacksmith and Ellaline Terriss for the mother.

Miss Terriss is the best screen mother yet discovered.

Every child should take its material parent to see her. She is a complete vade-mecum in the art and science of mothering, a question of being emotional without "emoting."

A FURTHER introduction to G. A. Atkinson and his British frankness and fairness one will find in an article which he published August 8th in "The Daily Express."

The article is headed "Too Much Officialdom," and is as follows:

Too Much Officialdom.

"Canada, too, is seriously agited over the British film question, but from another point of view.

Canada's "spokesman" in this matter, it should be explained, is Miss Ray Lewis, the clever and well-informed woman who edits the "Canadian Moving Picture Digest," the "official organ" of the Dominion's film affairs.

Miss Lewis voices a well-grounded complaint when she asks why it is that British producers cannot make a good patriotic film without calling on the aid of the Navy, Army, Air Force, and other Government departments, who, being naturally desirous of getting a quid pro quo for their assistance, are interested more in official propaganda than entertainment values.

She is on ground even firmer when she asks why it is that British producers, when they are not leaning against Whitehall, make films which exploit the seamy side of West End life or the criminal side of East End life.

Says Miss Lewis: "They swing from the Army and Navy to Limehouse, whose characters look as if God had forgotten all about them."

Flag-Waving.

"It is not necessary to sell the Army and Navy to any Britisher who is British," continues Miss Lewis.

"Let us forget this eternal flag-waving and consider some English beauty spots other than Limehouse slums."

"I am 'fed up' with seeing English 'dives' and 'bums.'"

"Let us see some real English people. I always thought that we excelled in the production of the gentle-woman and the gentle-man."

"There has been no need to call in the Army and Navy to sell Shakespeare to the world."

"Neither the statesmen of the Victorian era, nor King Edward, nor the Prince of Wales, travelled around with the Army and Navy to popularize them."

"They had those British qualities which made them favourites within the Empire and the world at large."

We know what Miss Lewis means by films of "British quality," but if she waits until she gets them from the present bunch of British film-impresarios, she has every chance of writing her centenarian reminiscences.

Canada's Scandal.

Practically all British films, even the worst, get a showing of some kind in Canada, and the few good ones sweep the Dominion.

That happy state of things is not due to the British film-producer, who never visits Canada, has no direct agencies in the Dominion, and never advertises in the Canadian Press.

I have never seen an advertisement from any British film-company, other than Canadian, in the Canadian Press.

The fact that all British films do well in Canada is due, in large part, to the enterprise of American film-companies, who, bowing to Canada's insistent demand for British films, buy the Canadian rights of such films.

They also buy, in many instances, the American rights, but they do not show the British films in America.

What they pay for American rights they recoup on Canadian exhibitions.

That is a condition of affairs not less scandalous than the state of things in Australia.

If British film-producers had any self-respect they would not part with American and Canadian rights unless they had guarantees of exhibition in both countries.

JACOB MILES SPENDS $25,000 ON PALACE

Jacob Miles has spent $25,000 on his Palace Theatre, Selkirk Ave., Winnipeg, by way of alterations and improvements. Seating capacity 800. Mr. Miles has been recently elected president of Allied Theatres.

Lady Cowan Touring Canada For British Pictures

Lady Cowan is making a tour of Canada in the interests of British Productions. She is reported as stating that the public is fed-up on Hollywood product and in a mood for British Pictures.

TUNNEY-DEMPSEY
HEAVY-WEIGHT
CHAMPIONSHIP BOUT
FILM RELEASED SEPT. 24TH

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Regal Gives Big Stag Honor Jake Macklin

150 Exchangemen and Exhibitors Attend Banquet At Mount Royal Hotel, Montreal.

Montreal, Sept. 12, 1927.—Ever so often, but not often, we find a man is appreciated during his lifetime; and this bit of luck has come to Jake Macklin, the feature booker of Regal Films, Montreal office. General managers have come and general managers have gone, played on and off with big banquets, but history is always in the making, and to spread oneself for a booker is going some.

Well—that's what the boys in the Province of Quebec did last Friday night, September 9th, at the Mount Royal Hotel, when a Big Stag Party was staged in honor of Jake Macklin, alias "Jake the Plumber," on the eve of his wedding. One hundred and fifty good men and strong attended, besides about sixty artists who entertained the guests with music and song.

The party was organized by Ed. English of Famous Lasky, Eddie Wells of F.B.O. and Maurice Davis of Regal, with the entertainment end in the capable hands of Harry Dahn of the Capitol, George Rotsky of the Palace, Jimmie Adams of Loew's, and Bill Lester of United Amusement. The ticket committee was composed of I. Rosenbloom, of Royal Alexandra Theatre, Lachine, Tom Dowbiggin of Famous Lasky, and Ben Kauffman, M.-G.-M. representative with Regal.

During the evening three presentations were staged. Eddie English, on behalf of the Finance Committee, presented Macklin with a check for $750.00; Eddie Wells, on behalf of the ladies of the Regal Montreal Branch, a set of silverware, and Maurice Davis delivered a check from the Regal Head Office and a personal present from Mr. Henry Nathanson, the general manager of sales of Regal.

Among the out of town guests present, who made the trip specially to Montreal for the banquet, were: Arthur Moisan, of Victoria, Quebec; Raymond Gouge, of the Canadian, Quebec; Art Drapeau of Drapeau Circuit, Quebec; Mr. R. L. Vallee of Roseland, East Angus; Mr. Albert Bey, of Elite Theatre, Thetford Mines; Mr. Issie Singerman and Mr. Joe Singerman of the Passetemps, Joliette; Dr. Guibord of the National Theatre, Grand' Mere; Mr. J. A. Lapolice of the Auditorium, Shawinigan Falls; Mr. John Costis and party from Elite Theatre, Granby.

Practically all exchangemen and exhibitors located in Montreal were present.

During the evening speeches were delivered by Mr. Cousins, president of United Amusemnt, who gave the toast to the King; The Roll Call, by Tom Dowbiggin of Famous Lasky; Welcome to Guests by Geo. Rotsky of Palace; "Ambition," by George Ganetakos, general manager of United Amusement; "Goodwill" by Maurice Davis of Regal; "The Whys and Wherefores" by Ed. English of Famous Lasky; "Old Quebec" by J. Leon Patenaude of Francais, Montreal; "The Budget" by I. Rosenbloom of Alexandria Theatre, Lachine; "The Show" by Jim Adams of Loew's; "A Few Words About Jake" by Ben Kauffman of Regal; "Community Clubs" by Dr. J. E. Guibord of National, Grand' Mere; "Service" by Arthur Moisan of Victoria, Quebec; "The Industry" by Albert Jeffries of United Artists; "The Albee Building" by Wm. Lester of United Amusement; "The Independents" by Jules Levine of Columbia Pictures, and "The Film Board" by Ed. Wells of F.B.O.

Tom Dowbiggin presided, with Wm. Lester as master of ceremonies.

A good time was had by all — and how!

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Keith's, Ottawa, Celebrates Third Anniversary

Special features were presented by Manager J. M. Franklin during the week of September 5 for the third anniversary of B. F. Keith's Theatre, Ottawa, Ontario. The screen portion of the bill was headed by "Rough-House Rosie" and the special musical treat was the Governor-General's Foot Guards Band, the crack regimental band of Ottawa, numbering 50 pieces. Great crowds attended during the week.

Wednesday night, September 7, was military night when prominent military officers of the headquarters staff and also all officers of the Governor-General's Foot Guards, and their wives, occupied boxes, much enthusiasm being in evidence.

THEATRE FOR SALE

A six-year lease, $100.00 per month; six hundred seats; two Powers six A projectors, good shape; Mercury ark rectofier with a spare tube. A very good location, being just opposite the Pantages Theatre. Price for quick sale, $5,500.00 for a six-year lease and equipment. A snap.—VARIETY THEATRE, Victoria, B. C.

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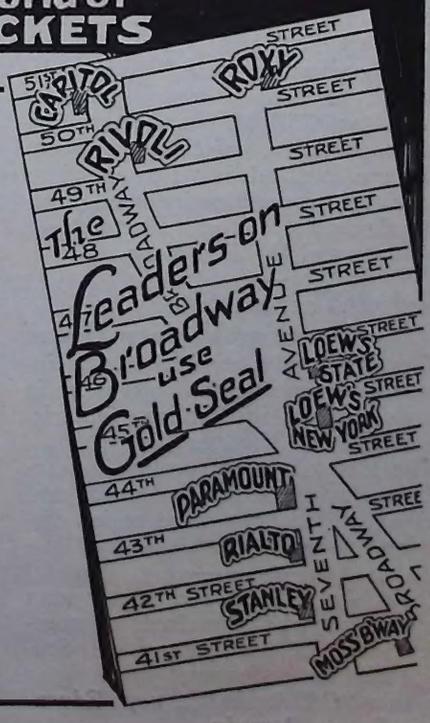

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N. L. Nathanson Aids British Industry

It must be exceedingly gratifying to British producers to observe the salesmanship drives which Regal Films is putting back of the British productions in Canada.

This is due in large to the interest which N. L. Nathanson, Managing Director of Regal Films is taking in the Canadianizing of the Famous chain of theatres in Canada. Mr. Nathanson's association with Regal Films is a proprietory one; and this company has an agent in London, Sam Smith, who is practically "combing the British market for pictures suitable for Canadian distribution. Another British booster is Arthur Cohen, interested with Mr. Nathanson in Regal Films.

"Old Glory" Carried M-G-M News

Lloyd Bertaud hopped off for Rome recently in the William Randolph Hearst plane, "Old Glory." Accompanying him as a passenger is Phil Payne, editor of "The Mirror." The plane was carrying a print of Metro - Goldwyn - News for presentation to Premier Mussolini in Italy. Since then "Old Glory" is reported as lost.

Settle Strike Ottawa

A strike of the moving picture operators in Ottawa, Ontario, was avoided when the managers and operators signed an agreement in which various requests from the workers were granted amicably. A raise of $2 per week was sought and secured and several minor points were also settled.

That the managers had been very considerate and had treated the operators' committee splendidly was declared by E. A. Andrews, president of the Local 257, Moving Picture Operators, Ottawa, after negotiations had been concluded. The members of the scale committee included President Andrews, William Hartnett, A. B. Zumar and William York.

London Theatre Site For Variety House

Cleveland and Detroit theatrical interests are reported as interested in securing a site in London, Ontario, for a $200,000 theatre.

The Hotel London locality appears to be in favour, although Dundas and Wellington locations were under discussion.

Jack Lloyd, famous character man who has played in hundreds of comedies made at the Educational Studios, will be co-featured with Betty Boyd in "Off Again," a new Educational-Cameo Comedy.

Russell Theatre, Ottawa, To Be Demolished

The long-promised demolition of the Russell Theatre, Ottawa, Ontario, will be started within a few weeks, it is intimated by Russell Blackburn, head of the company which holds both the theatre and the adjoining Russell Hotel block.

Tenants in the block have been ordered to vacate October 1 and a large portion of the property is to be torn down to make way for a large new hotel. The site of the latter will include part of the theatre structure, according to the plans. The Russell Theatre has been closed since last May.

Ban Sought On Films Misrepresenting Irish

There is a possibility of a bill being drafted to present to U. S. Congress prohibiting Motion Pictures from "ridiculing men and women of Irish ancestry in the U. S." Sixteen American-Irish organizations met and decided to organize a national movement with a Federal Censorship law as their objective.

Council of Women, Geneva Indorses Motion Pictures

At a recent meeting of the Council of Women in Geneva, at which delegates from Canada were present, th plan of distributing films in the interests of world peace received unanimous and hearty support.

W. P. Covert Visits Winnipeg

W. P. Covert, business representative, Local 173, Toronto, and second international vice president of the motion picture operators and stage engineers, spent a week in Winnipeg recently and was entertained to dinner by V. Armand, the local president, and Norman Code, the treasurer, both on the staff of the Capitol Theatre.

"Beauty Parlor Series"

Four of "The Beauty Parlor" series of short subjects are on the September schedule of releases for F.B. O. "The Beauty Parlor" series come from the pen of H. C. Witwer, with Lorraine Eason, Thelma Hill, Danny O'Shea, Kit Guard and Al Cooke in featured roles.

WANTED

Motion Picture Theatre Operator. State experience, and salary expected. Must be thoroughly reliable, abstainer. Address — DERRY'S PALACE THEATRE, Kenora, Ont.

Theatre Decoration

is next in importance to good pictures. You will get "bigger houses" if the public find in your Theatre that harmonious atmosphere of restfulness necessary for complete relaxation. Entrust the decoration of your Theatre to

J. O. DOUGALL

Theatre Decorating Specialist

292 Borden St.—TRinity 3794—Toronto

"The Immortals Of Scotland" British

Canadian Educational Distributing Big Scottish Feature.

"The Immortals of Bonnie Scotland" is a British feature to be roadshowed in Canada through the Educational Films, Ltd.

It deals with historical events of Scotland, including the Life of Burns, Sir Walter Scott, Rob Roy, Lady of the Lake, etc.

A company of eight from Scotland, including singers, dancers, piper and leader will make up the company which travels with the picture. Educational will seek release in the United States in addition to Canadian distribution.

It was produced by Maurice Sandground of London and has recently had its premiere showing in Edinburgh.

Miss Isobel J. Macdonald has recently arrived from Scotland to handle the exploitation and publicity. Miss Macdonald is an attractive "bit of Scotch heather"; and just as fragrantly wholesome. She is a University Graduate and the tie-ups she has already secured for the presentation of this feature, headed by Their Excellencies, Lord and Lady Willington, show that she has a true showman's instinct and should be very successful in our Industry, to which we welcome her.

In Toronto her patronage for "The Immortals of Bonnie Scotland" includes The Hon. W. D. Ross, Lieutenant-Governor of Ontario, the Hon. Howard Ferguson, Premier of Ontario, the Daughters of the Empire, every Scottish Society in Toronto, National Council of Women, etc., etc.

The celebrated pair of dancers, Tracey and Hay, appear in "The Arcadians," Gaumont British feature. Miss Hay does her spectacular swallow dive, in this case falling nearly fifteen feet from a rock into the arms of her partner. They were the big "hit" of "The Blue Train."

"Presidency Entirely False"

The Right Hon. Arthur Meighen Discredits Association With British Empire Films of Canada

Breaking out into print is a general disease of the Industry, although of late established organizations have been careful about making public statements which might necessitate later denials; and which have been made with but one purpose, to give misleading information, or just secure free publicity.

Not so very long ago a statement was attributed to Messrs. Cranfield & Clarke whereby the Government of Ontario had promised $5,000,000 support to an enterprise for the production of British pictures in Canada.

Several U. S. Trade publications ran leading articles on the $5,000,000 appropriation; and several wires reached The Digest to get the "inside" big story on the deal.

The Digest knew that there was no "insides" to the story, it was 100 per cent bunk, cheap publicity; for The Digest being Canadian knew that the Government of Ontario had no five million dollars lying around, nor was it likely that the money, even if available, would be utilized at present for the production of Motion Pictures.

The Government of Ontario both in Ottawa and at Trenton, are doing splendid work and confining their Motion Picture activities to a field which they can handle; and which is of an educational nature.

The Motion Picture efforts of our Government, on behalf of Ontario, and Canada have been constructive and successful.

The people of other countries have had an opportunity to see Canada as she really is, agriculturally and industrially, the potentialities of her greatness.

Representatives of our Government have expressed themselves as in sympathy with Canadian producing activities; and very much in earnest about the establishment of a market for British Productions.

The people of Canada are in earnest also; and jealous of the British reputation which "sticks to the truth," therefore the five million dollar "Government story" associated with the Cranfield & Clarke producing activities was abnoxious; and to be deplored.

The Digest traced that story to its source, and discovered that even though it was admitted not to be true, its perpetrators gave this alibi, "It was good newspaper copy."

Recently a statement appeared through the Canadian Press informing the people of Canada, that "The Rt. Hon. Arthur Meighen, formerly Premier of Canada, has been named as president of the British Empire Films of Canada, Limited, a new producing company which purposes to operate in Ontario, etc., etc.

The Digest published this article also, but sent a letter to the Rt. Hon. Arthur Meighen as follows:

Digest Letter to The Rt. Hon. Arthur Meighen

September 10th, 1927.

Rt. Hon. Arthur Meighen,
Traders & Finance Bldg.,
Temperance and Bay Sts.,
Toronto, Ontario.

Dear Sir:

You will find an article in the current issue of the Canadian Moving Picture Digest in connection with your association with the British Empire Films of Canada.

I would like very much to publish a statement from you in connection with this new enterprise. I am desirous of publishing this in the nature of an editorial, and would be obliged to you if you could arrange an interview.

Thanking you for your attention to the matters contained herein, I remain,

Yours very truly,
RAY LEWIS,
Managing Director.

The Rt. Hon. Arthur Meighen's Letter To The Digest

September 12, 1927.

Mr. Ray Lewis,
Managing Director,
Canadian Moving Picture Digest,
Toronto, Ont.

Dear Sir:

I have yours of the 10th.

The story about the moving picture presidency was entirely false; consequently, there will be nothing to be interviewed about.

Yours very truly,
ARTHUR MEIGHEN.

It is publicity of this kind which will injure Canadian picture enterprise; and the British Market in Canada, and whoever is responsible for this story should learn that if they are desirous of securing Canadian public support, through the interest of public men and the people of Canada, that this unlicensed use of names to get into print, the publication of five million dollar bunk appropriations, will discredit the legitimate picture enterprise in Canada; and make us feel that we are in for another wild-cat picture enterprise, like Canada has been afflicted with in the past, by picture promoters who blew into Canada and blew out with her "easy money."

Britishers have not built up their enterprise by assuming a false position; and any Britisher, who has so far forgotten his nativity to try that game out in Canada, will get a British spanking, by other Britishers, not soon to be forgotten. Britishers are keenly interested in doing business like Britishers, and will not stand for the defamation of our Picture Industry in Canada, which has so far endeavored to conduct its business along business lines.—(Ray Lewis)

New Theatre Progresses British Capital Promoting

Good progress is being made on the new motion picture house being erected on Maryland Street, Winnipeg, by R. Kershaw, owner of the Osborne Theatre, and a former president of the Manitoba Motion Picture Exhibitors Association. The house will seat 800 people and will cost when completed $70,000. British money has gone into it largely. Fraser and MacDonald have the contract for the construction. It will be ready for occupancy in October. It has an attractive design.

James Travis Organizes Super-Craft Pictures

James Travis has organized Super-Craft Pictures, which company will interest itself in the release of British Pictures in Canada.

"Rose of Picardy" is the first of the big features to be brought into Canada. It was directed by Maurice Elvey and is a British-Gaumont production. It is adapted from R. H. Mottram's famous book, "Spanish Farm," and was produced in great part in Rex Ingram's studio at Nice.

First National Studios announces that Gilbert Roland has been signed for the role opposite Billie Dove in her new stellar picture, "Louisiana," a George Fitzmaurice production.

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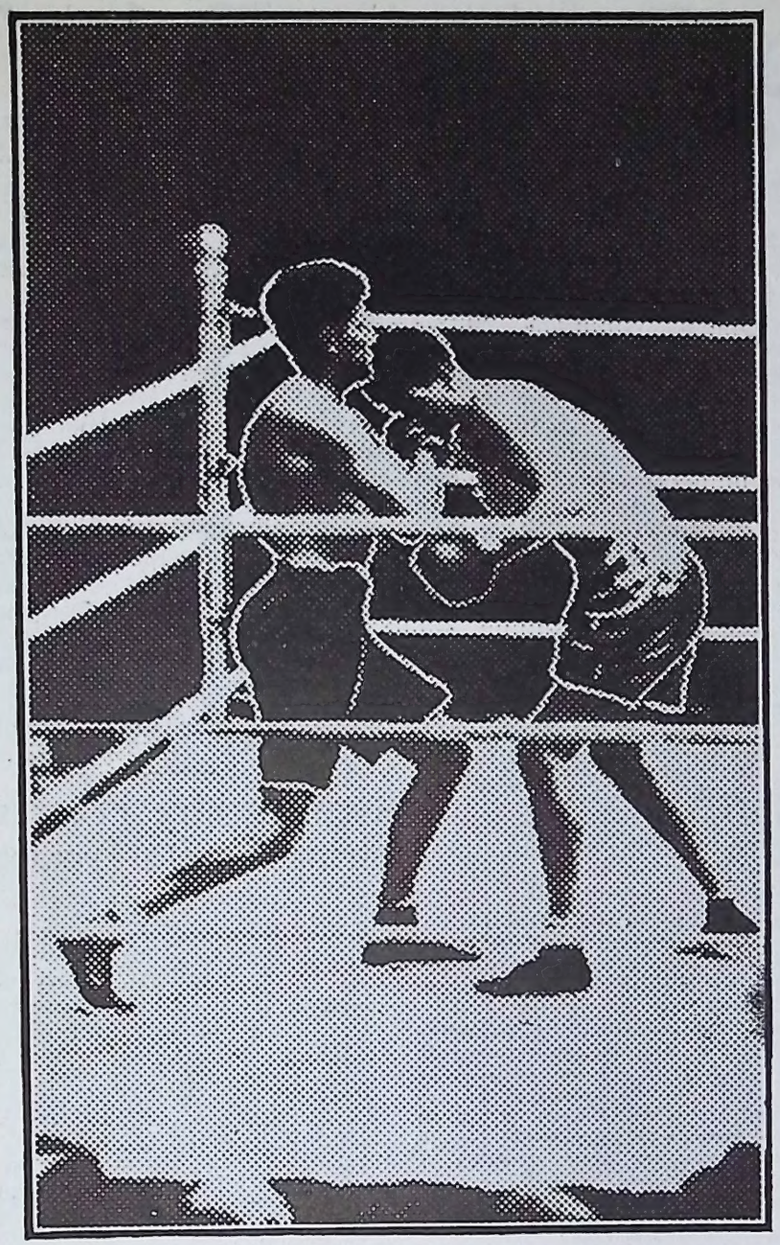

Tunney and Dempsey in action.

Centre, Ottawa, Resumes Weekly Picture Policy

Manager Don Stapleton of the Centre Theatre, Ottawa, Ontario, reverted to the policy of weekly changes in programmes, instead of semi-weekly, with the presentation of "Paid to Love" for Labor Day week. Programmes will start Saturdays, not Mondays.

W. Wener Returns

W. Wener of the Russell Theatre, Glace Bay, N.B., has returned from St. John, where he made his selections for this year's presentation at his theatre.

Phil Dunham and Clem Beauchamp furnish most of the laughable moments in "Fox Tales," a new Educational-Mermaid Comedy for September release.

Last Minute News

Tunney's new agreement gives him $1,000,000 and Dempsey $450,000 for their joint part in the Championship bout to be held at Chicago, September 22nd. Prize fighting looks better than Motion Pictures, what Tex Rickard, the promoter, will get looks as if it is in the million dollar class also.

Richard Rowland will sever his connection with First National next August it is reported.

Loew is reported as taking over the Inter-State Theatres in Birmingham, Alabama, Ritz, Trenton, Lyric and First National Franchise Theatres are involved.

Eight theatres in Ohio were closed on account of the Infantile Paralysis epidemic. Dr. Hastings, head of Toronto Health Board, states there is no cause for alarm here.

Fred McConnell, familiarly known as "Mac," is producing westerns for Pathe. "Mac" was formerly editor of the "Exhibitors Daily Review," "Theatre Management." Producing is not a new field for "Mac," who was at one time supervisor of productions at Universal City.

The Mail & Empire of Toronto, published part of the "Mad Movie Money," American Mercury article, in its special column, reciting those parts which had to do with the "waste" in production and mentioning Lasky, DeMille and Warner extravagances. It also had an additional editorial on "Movie Extravagances."

Regent, Ottawa, In Line For All Big Ones

Manager Ray Tubman of the Regent Theatre, Ottawa, Ontario, has announced a tremendous array of pictures for early presentation, including "What Price Glory," "The Big Parade," "Annie Laurie," "Ben Hur," "Beau Geste," "Chang," "The Way of All Flesh," "Hula," "My Best Girl," "The Garden of Allah," "The Cat and the Canary," "When a Man Loves," "The Magic Flame," and others.

Chris Georgas Visitor At Toronto Conference

Mr. Chris Georgas, manager of the Classic Theatre, Owen Sound, Ont., attended the annual conference held under the auspices of the Famous-Players Canadian Corp.

Photo of the merry-makers who attended the Famous Players Canadian Corporation's picnic, held recently at Rouge Hills Country Club. How many do you recognize?

Agree Not To Film Dempsey-Tunney Fight

Representatives of the six newsreel companies, at a conference called recently, by Goodart Pictures, Inc., agreed not to film the Dempsey-Tunney fight, scheduled for Chicago on September 22.

Goodart, which has acquired exclusive rights to the championship bout, arranged the meeting in an effort to prevent a repitition of an occurrence at the Dempsey-Sharkey scrap, when International Newsreel "stole" pictures of the bout.

In consideration for the newsreel companies' co-operation in the matter, Goodart allows them to film the fighters during their training period, the company also having exclusive rights for these pictures. Violation of the agreement not to photograph the fight will bring a fine of $100,000 for liquidated damages, the newsreels agreed.

Attorney Emil K. Ellis, who represents Goodart and the Tex Rickard Sporting Club, Inc., said after the conference that contracts covering the various points of agreement will be signed Tuesday.

Four New Theatres Possible For Winnipeg

Representatives of a large motion picture film corporation were in Winnipeg recently, going over the proposed sites for four new motion picture houses, which the organization plans to erect in which to show their product. Information as to the probable cost of the houses and the general layout necessary were made in detail, and these were taken back to New York to be placed before the building engineers of the corporation.

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PROJECTION

By GUY E. McALLAN

It is the usual custom to use a piece of ground glass with an electric light under it to splice film. I have found also that a piece of clear glass with a light under it and masked off to the size of one frame of film is a useful device. You can use it when getting the last scene or fade-out of a reel to make up your change-over cue sheet as these scenes are often quite dark.

* * *

A slide may be made in an emergency by giving a slide cover glass a coating of Bon Ami. This gives a frosted appearance which will not pass light and can be written on by scratching with some sharp instrument, this will give white letters on a dark screen.

* * *

A common potato can be used to tell the polarity of the two wires of a circuit. Stick the wires into the potato with the ends a short distance apart and the potato will turn green around the positive pole.

* * *

A small theatre used a plaster screen which cracked when the building settled following some very wet weather. It was replaced by covering the crack with a strip of linen. After it all had been given a coating of fresh kalsomine it proved O.K.

* * *

When patching film, it should not be moistened with the tongue as film is often dirty and covered with germs. Instead use a small brush to dip in water and brush film with.

* * *

When running film through the fingers in search of poor splices, etc., it is not uncommon to receive a nasty little cut. Cuts from film are very painful and liable to turn to blood poisoning if not treated. Use pure oil of Wintergreen to treat the wound, it will kill the germs but not harm your flesh.

Famous-Players Theatres Vaudeville and Pictures

Ben Geldzealer of Famous-Players has been assigned the task of selecting vaudeville acts for some of the Famous-Players Canadian Theatres. Acts will be looked over at Buffalo, Detroit, Chicago and a route of at least 12 weeks offered by Famous-Players to acts coming to Canada under the Famous arrangement.

R. S. Williams & Sons Co. Ltd., one of the oldest firms in Toronto, has assigned.

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"Spirit of Wilderness" Is In Production

"Shooting" has started on the motion picture production, "The Spirit of the Wilderness," being filmed by the Thunder Bay Films, of Fort William, Ont. S. V. Halstead, the president and manager, recently returned from Hollywood, Calif., where arrangements were made to complete the picture at one of the big studios. Louis Chaudet, the director, returned with Mr. Halstead to take charge of the work. In the cast are Miss Peggy Olcott and Miss Dorothy Dwan. The latter has played as lead with Tom Mix.

There will be five principals and the balance of the cast will be selected from Fort William talent. Local Indians will be used. The outdoor locations will be at Squaw Bay, Nipigon and Kakabeka Falls. It will take four weeks to complete the summer scenes and the company will return later for the winter scenes. The production will be released in February, 1928.

Four Women Divide $10,000 Marathon Swim Prize

The Second Wrigley Marathon at Toronto, and at which George Young, Toronto's Catalina hero dropped out of the swim, gave $10,000 in four prizes to the women who lasted the longest.

Lottie Moore Schoemmel, N. Y., received $3,500; Ethel Hertle, N. Y., $3,000; Edith Hedin, Toronto, $2,000 and Martha Stager, Oregon, $1,500.

Victor Fleming Directs "Abie's Irish Rose"

Victor Fleming has been assigned the direction of "Abie's Irish Rose."

Round About the Studios

"Horses, Horses, Horses" is the title of a new picture just announced by Warner Bros. It will be made shortly with Ray Enright handling the megaphone and Clyde Cook playing an important role in its cast.

Jack Kirkland and Owen Francis collaborated on the story for "Horses, Horses, Horses." Graham Daker is now busy at the task of writing the script.

Edward Connelly, who has the role of the college president in Marion Davies' new Metro-Goldwyn-Mayer picture, "The Fair Co-ed," has spent almost fifty years on stage and screen. He has appeared in more than two hundred featured pictures in addition to thirty years of stage acting.

"She's a Sheik" will be directed by Clarence Badger, maker of some of the most successful Bebe Daniels pictures including "The Kiss in a Taxi," "Senorita," and "Swim, Girl, Swim." Lloyd Corrigan, scenarist for the recent Daniels successes, is preparing the script for the McDermott story.

John Westwood and John Stambaugh, winners in First National's nationwide collegiate search for new screen material, have been assigned roles in "The Private Life of Helen of Troy."

Westwood, of Princeton; and Stambaugh, of the University of Chicago, were chosen from the ten men selected from the hundreds of film tests made.

Universal announces that "Mile-A-Minute Love" has been selected as the title of the new Reginald Denny production, to be released November 20. This picture, just completed, has hitherto been known as "Now I'll Tell One" and "Ask Me Another."

Sidney Bracey, former stage player and now well known screen character player, has been added to the cast of Metro-Goldwyn-Mayer's "In Old Kentucky," in the role of an auctioneer.

Dorothy Sebastian, appearing opposite Tim McCoy in Metro-Goldwyn-Mayer's "The Adventurer."

Beautiful Dolores Costello starring in Warner's "A Million Bid."

"Big Boy" is back at work at Educational Studios.

The little star, who has been seriously ill most of the summer, started work on a "Big Boy" Juvenile Comedy last week under the direction of Charles Lamont. His first comedy will be a war story laid in Belgium and America.

Warner Bros. have announced the signing of Henry Lehrman as director of George Jessel's second starring picture, "Sailor Izzy Murphy" which is planned for early production. Jessel is now at work on a story temporarily titled, "The Broadway Kid," and will start "Sailor Izzy Murphy" as soon as the former is completed.

This comedy of the navy is one of the Extended Run Productions on Warner Bros.' new program.

Esther Ralston will glorify the American stenographer in her new Paramount starring picture, "Heaven Help The Working Girl." Richard Arlen is in the role of the young business man and Ford Sterling plays the tired one.

Virginia Lee Corbin has been assigned the important role of Hermione, the daughter of Helen and Menelaos in "The Private Life of Helen of Troy," with Alexander Korda at the megaphone, and Maria Corda in the role of the famed Helen. Lewis Stone is to play Menelaos, King of Sparta.

Miss Corbin will just have time to work in "No Place to Go" before she dons Grecian robes for the other picture, which is adapted from Professor John Erskine's tremendously popular satire.

Clara Bow, who, in the space of two short years has become one of the greatest box-office stars, has signed mount. Her next starring production will be Elinor Glyn's "Red Hair," which Malcolm St. Clair will picturize.

The pick of Hollywood's bathing beauties, twenty of them in all, will be seen in a new Educational-Lupino Lane Comedy. The squad of beauties will appear in many sequences throughout the comedy production from the opening scenes to the finish. This bevy of pretty girls is being used in a girls' school story, and later as bathing beauties, with the giant pool just installed on the Educational lot, as a background.

Estelle Bradley is cast as leading lady. Clem Beauchamp and Lupino Lane are to direct the picture.

Among the celebrities of the entertainment world who will appear in the Gaumont British film, "The Arcadians," now being produced by Mr. Victor Saville at Shepherd's Bush, is Teddy Brown, famous conductor of the Cafe de Paris orchestra. He appears with his orchestra in the big restaurant scene.

"Balaoo," a mystery play by Gaston Leroux, will be produced by Fox Films with Edmund Lowe and June Collyer in leading roles. Leroux has written many novels and plays which have made their way to the screen. "Balaoo" was presented in Paris and enjoyed success.

"The Mojave Kid," the first Bob Steele starring vehicle for F. B. O., will be ready on September 25th. Bob Steele is the latest addition to F.B. O.'s aggregation of western stars.

Owen Moore supporting Lew Cody and Aileen Pringle in "Tea for Three" for Metro-Goldwyn-Mayer.

Scene from "Mickey's Pals," one of the "Mickey McGuire Series" being released through Greater F. B. O.

Norma Talmadge's latest for First National is "Camille."

J. Farrell MacDonald, appearing in Fox features.

Barbara Bedford and Ricardo Cortez, in a scene from "Mockery," starring Lon Chaney, for Metro-Goldwyn-Mayer.

Scenes from The Henry and Polly Comedies produced by Gaiety Pictures for Pathe release.

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